



Kissimmee is the “Home Away from Home” as Jacksonville Jaguars Head to Central Florida for 2027 Season

Where NFL excitement meets the Vacation Home Capital of the World®

Kissimmee, FLA - (April 6, 2026) - Experience Kissimmee, the official tourism authority of Osceola County and the Official Central Florida Destination Partner of the Jacksonville Jaguars since 2023, is inviting visitors from around the world to experience NFL action in a whole new way, by catching a Jaguars game while vacationing in Kissimmee.

The announcement that the Jaguars will play their 2027 season in Central Florida was unveiled last week during official events in Orlando, including a city pep rally and press conference. Experience Kissimmee President and CEO DT Minich and Kissimmee Sports Commission Executive Director Jessica Beers attended as partners of the organization.

Known as the Vacation Home Capital of the World®, Kissimmee is perfectly suited to offer Jaguars fans a true “home away from home.” With its wide variety of vacation home accommodations, it provides an ideal setting for multigenerational families and groups traveling together. This unique combination also creates an incredible opportunity for visitors from around the globe to experience the pinnacle of American sports culture while also enjoying the area’s world-renowned theme parks and attractions.

“We’re elated that the Jaguars have chosen Central Florida as their home for the 2027 season,” said DT Minich, President and CEO of Experience Kissimmee. “Jacksonville has long been a priority drive market for us, and this milestone further strengthens our strategic partnership. We look forward to welcoming fans to stay in Kissimmee and cheer on the Jaguars from right here in our backyard.”

Since becoming an official partner in 2023, Experience Kissimmee has worked closely with the Jaguars on a range of initiatives, including in-stadium marketing, digital and creative campaigns, player-driven content, and community programs such as girls flag football and fan engagement events—efforts that will now extend to the Central Florida stage. Visitors attending the game in Central Florida also have a chance to participate in the traditional Kissimmee’s Fan Cam. The partnership also reaches beyond the U.S., with a strong presence in the United Kingdom, one of Kissimmee’s key international markets.

The Jaguars are the only NFL team to play in the UK every year since 2013, with the exception of 2020, helping to grow the sport’s popularity and build a dedicated



international fan base. With a full-time international staff and year-round grassroots programming, the team has demonstrated an ongoing commitment to expanding the game globally.

This strong UK connection aligns with Kissimmee's international visitation strategy. With many UK travelers already choosing Kissimmee as a top vacation destination, the opportunity to attend an NFL game during their stay adds a compelling new experience.

"Families from around the world already see Kissimmee as a premier vacation destination," said Jessica Beers, Executive Director of the Kissimmee Sports Commission. "Now, with the Jaguars playing in Central Florida, visitors can add an unforgettable NFL experience to their itinerary. We're proud to help welcome fans from near and far to enjoy both the game and everything our destination has to offer."

As anticipation builds for the 2027 season, Experience Kissimmee looks forward to welcoming fans from around the globe to stay, play, and cheer on the Jaguars in Central Florida. For more information on where to stay and things to do, please visit [experiencekissimmee.com](https://www.experiencekissimmee.com) and follow along on social media on [Instagram](#), [TikTok](#) and [Facebook](#).

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About Experience Kissimmee:

Experience Kissimmee, the official tourism authority for Osceola County, Florida, is dedicated to creating economic opportunities by driving tourism to the region. With a vision to be a trailblazer in destination marketing, Experience Kissimmee promotes Central Florida's diverse tourism experiences to the world. By welcoming millions of visitors each year, whether for leisure, business, or sports events, the organization is committed to supporting local economic growth and to positioning the region as a premier travel destination. For more information, visit <https://www.experiencekissimmee.com/>.

About Kissimmee:

Located at the heart of Florida, Kissimmee is 25 minutes from Orlando International Airport (MCO), close to world-famous theme parks and attractions, offers a variety of shopping and dining locations and provides access to natural spaces and outdoor adventures. Also known as the Vacation Home Capital of the World®, Kissimmee has approximately 50,000 options of accommodations, including sprawling hotels and resorts and more than 30,000 vacation homes ranging from two-bedroom condos to 15-bedroom mansions.



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